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 US Patents Full-Text Database
 US OCR Full-Text Database
 EPO Abstracts Database
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DATE: Thursday, September 02, 2004 [Printable Copy](#) [Create Case](#)

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side by side			
	<i>DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>		
<u>L31</u>	705/2	1705	<u>L31</u>
<u>L30</u>	705/1	5008	<u>L30</u>
<u>L29</u>	119 and account near unidentified	0	<u>L29</u>
<u>L28</u>	119 and (unidentified near account or unidentified with account)	1	<u>L28</u>
	<i>DB=USPT; PLUR=YES; OP=OR</i>		
<u>L27</u>	5537314.pn.	1	<u>L27</u>
<u>L26</u>	5621640.pn.	1	<u>L26</u>
<u>L25</u>	5710886.pn.	1	<u>L25</u>
<u>L24</u>	5946665.pn.	1	<u>L24</u>
	<i>DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>		
<u>L23</u>	L19 and ("account id" or "account identifier" or "account with identifier")	58	<u>L23</u>
<u>L22</u>	L19 and (miss\$ near "account id" or miss\$ near "account identifier" or miss\$ near "account with identifier")	0	<u>L22</u>

<u>L21</u>	L20	0	<u>L21</u>
<u>L20</u>	L19 and ("no account id" or "no account identifier")	0	<u>L20</u>
<u>L19</u>	L18 and (digit\$ or number\$) near15 (credit\$ near13 card\$ near13 account\$)	252	<u>L19</u>
<u>L18</u>	L17 and (using or issuing or redemption or redeem\$)	2045	<u>L18</u>
<u>L17</u>	(gift with certificate\$ or gift with card)	3324	<u>L17</u>
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<u>L15</u>	902.clas.	2032	<u>L15</u>
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<u>L13</u>	235/382	3403	<u>L13</u>
<u>L12</u>	364/478.01	256	<u>L12</u>
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<u>L6</u>	705/35	2077	<u>L6</u>
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L25: Entry 1 of 1

File: USPT

Jan 20, 1998

US-PAT-NO: 5710886

DOCUMENT-IDENTIFIER: US 5710886 A

TITLE: Electric couponing method and apparatus

DATE-ISSUED: January 20, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Christensen; Scott N.	Omaha	NE		
Ingwersen; David D.	Scottsdale	AZ		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
SellectSoft, L.C.	Phoenix	AZ			02

APPL-NO: 08/ 491367 [PALM]

DATE FILED: June 16, 1995

INT-CL: [06] G06 F 151/00

US-CL-ISSUED: 395/214; 395/201

US-CL-CURRENT: 705/14; 705/1

FIELD-OF-SEARCH: 395/201, 395/214, 366/479.07, 235/381, 235/385, 186/52, 186/55-56

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected**Search ALL****Clear**

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5128752</u>	July 1992	Von Kohorn	358/84
<input type="checkbox"/>	<u>5305195</u>	April 1994	Murphy	364/401
<input type="checkbox"/>	<u>5305197</u>	April 1994	Axler et al.	364/401
<input type="checkbox"/>	<u>5353218</u>	October 1994	DeLapa et al.	364/401
<input type="checkbox"/>	<u>5502636</u>	March 1996	Clarke	395/214

OTHER PUBLICATIONS

"U.P.C. Coupon Code Guidelines Manual," Uniform Code Council, Inc. 8163 Old Yankee Road, Suite J, Dayton, OH 45458, pp. 1;30-39, Sep. 1994.
Advertisement: "Online Coupon Delivery" New York Times, Business Section, Jun. 21, 1995.
Brochure: "Coupons Online" A Division of Interactive Database Marketing Company. 271 Madison Avenue, Suite 1005, New York, NY 10016.
Fawcett, Adrienne Ward "Trading Scissors for Modems", Advertising Age, Jun. 6, 1995.

ART-UNIT: 241

PRIMARY-EXAMINER: Hayes; Gail O.

ASSISTANT-EXAMINER: Poinvil; Frantzzy

ATTY-AGENT-FIRM: Robert Platt Bell & Associates, P.C.

ABSTRACT:

A method and apparatus for distributing, generating, and redeeming discount coupons, rebate or gift certificates or the like tracks each coupon using a consumer ID number printed on the coupon. Coupons may be distributed electronically, for example, in the form of a diskette or CD-ROM software. Software on the diskette or CD-ROM may prompt a consumer to call a 1-800 number for a validation number or code. During the phone call, telemarketing personnel may request consumer demographic and or identification information which may be entered into a centralized database. Once the software is validated, a consumer may print out selected coupons displayed on a Graphical User Interface (GUI). Each coupon may be printed only a limited number of times. Each coupon may be imprinted with a consumer ID number, preferably in the form of a bar code. Once redeemed, consumer ID information and coupon information may be retrieved from coupons forwarded to a coupon clearing house. Accurate data may then be produced illustrating which consumers or groups of consumers are redeeming which coupons. Such data may be used for marketing purposes or to generated further diskettes for distribution targeting specific consumers or groups of consumers with specific classes of coupon offerings. The use of a consumer ID number on the coupon may reduce or prevent the fraudulent copying and redemption of coupons, as multiple redemptions of a single coupon by a consumer may be readily detected from data gathered at the brokerage clearing house.

19 Claims, 14 Drawing figures

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